

Amendments to the Claims

Please amend the claims as follows:

1-2 (Previously cancelled)

3. (Previously presented) The apparatus of claim 27, wherein the product identifier is comprised of an industry standard product identifier (ISPID).

4. (Original) The apparatus of claim 3, wherein the industry standard product identifier is a multiple listing service (MLS) identifier.

5. (Original) The apparatus of claim 3, wherein the industry standard product identifier is a vehicle identification number (VIN) identifier.

6. (Original) The apparatus of claim 3, wherein the information server responds to requests for an information page comprised of the ISPID, whether the requested information page exists prior to the request or not.

7. (Previously presented) The apparatus of claim 27, wherein the product identifier includes a marketing code.

8. (Previously cancelled)

9. (Original) The apparatus of claim 7, wherein the information server further includes a statistics function to compile and maintain statistics using the marketing code of received requests.

10. (Original) The apparatus of claim 9, wherein the information server further includes a report function which periodically, automatically compiles and generates a marketing report based, at least in part, on the compiled marketing statistics.

11. (Original) The apparatus of claim 9, wherein the information server further includes a report function which on demand, automatically compiles and generates a marketing report based, at least in part, on the compiled statistics.

12. (Previously cancelled)

13. (Previously presented) The method of claim 29, wherein the product identifier is comprised of an industry standard product identifier.

14. (Original) The method of claim 13, wherein the industry standard product identifier is a multiple listing service (MLS) identifier.

15-17 (Previously cancelled)

18. (Previously presented) The method of claim 29, wherein the product identifier includes a marketing code.

19. (Original) The method of claim 18, further comprising:
compiling and maintaining a history of received marketing codes; and
calculating statistical reports of the received marketing codes.

20. (Original) The method of claim 19, further comprising periodically, automatically compiling and generating a statistical report depicting marketing effectiveness based, at least in part, on the calculated statistical reports of the received marketing codes.

21-22 (Previously cancelled)

23. (Previously presented) The article of manufacture of claim 32, wherein the product identifier is comprised of an industry standard product identifier (ISPID).

24. (Previously cancelled)

25. (Previously presented) The article of manufacture of claim 32, wherein the information server includes a function to identify, compile and maintain a statistical history of marketing codes received in information page requests.

26. (Previously presented) The article of manufacture of claim 25, wherein the information server includes a report generation function which periodically and/or on demand automatically generates a report including the compiled statistical history.

27. (Previously presented) An apparatus for the provisioning of information pages comprising:

a storage device having stored therein a plurality of executable instructions that implements an information server for receiving a uniform resource locator (URL) comprising a server name immediately followed by a separator immediately followed by an identifier interpreted by the information server as a product identifier identifying a product, and in response, constructing and issuing one or more queries including the product identifier to retrieve information corresponding to the identified product and dynamically generating instructions to create the associated information page for the identified product for provisioning to a client; and

a processor coupled to the storage device to execute the stored executable instructions.

28. (Previously presented) The apparatus of claim 27 wherein the storage device has additional executable instructions that provision the created information page to the client.

29. (Previously presented) A method for provisioning information pages by an information server comprising:

receiving from a client a uniform resource locator (URL) comprising a server name immediately followed by a separator immediately followed by an identifier interpreted by the information server as a product identifier identifying a product; and
constructing and issuing one or more queries including the product identifier to retrieve information corresponding to the identified product, and dynamically generating instructions to create the associated information page for the identified product for provisioning to a client.

30. (Previously presented) The method of claim 29 further comprising provisioning the created information page to the requesting client.

31. (Previously presented) An article of manufacture comprising:

a recordable medium having recorded thereon a plurality of machine executable instructions implementing an information server having a plurality of functions for provisioning resource information pages, the functions including a function to receive a uniform resource locator (URL) comprising a server name immediately followed by a separator immediately followed by an identifier interpreted by the information server as a product identifier identifying a product, constructing and issuing queries to retrieve information associated with the identified product and to dynamically generate instructions to create the associated information page for the identified product for provisioning to a client.

32. (Previously presented) The article of manufacture of claim 31 further comprising a function to provision the created information page to the requesting client.

33. (Previously presented) The article of manufacture of claim 23 wherein the information server responds to requests comprised of an ISPID for an information page whether the requested information page exists prior to the request or not.

34. (Previously presented) The method of claim 29, wherein said constructing and issuing of the one or more queries further includes issuing the one or more queries to a local information resource and/or a remote information resource.

35. (Currently amended) The method of claim ~~34~~29, wherein said constructing and issuing of the one or more queries further includes issuing a first query of the one or more queries to ~~the~~a local information resource, and, in the event that the local information resource does not include ~~the associated requested~~ information ~~page~~, issuing a second query of the one or more queries to ~~the~~a remote information resource.